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c/1936



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Churume azaleas

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AZALEAS

*Once again,
The Kurume Azaleas,
Favored children
Of the Flowery Kingdom,
Offer up their sweetness
To a waking Spring.
Once again,
They spread their exotic rugs
Under the lacy trees.
So varied are their forms,
So brilliant or dainty their hues,
That you will surely find
Your heart's desire
Lurking within their smiling ranks.
And many have fragrance, too,
A haunting woodsy fragrance,
Reminding one of the long-lost springs
In forests cool.*

*F*ew flowering shrubs excel these evergreen Japanese Kurume Azaleas in variety and adaptability. For house or patio, the potted or tubbed plants supply a charming and altogether different note. Their blossoms are unequaled for cutting, as they will last for two long weeks in water. Use them for favors, leis, or simply heap them in low bowls, where their dainty freshness and color will add to the atmosphere of your home.

“specializing the unusual”

BELLS OF ARCADY	.	Single	large soft pink. Open airy habit of growth.
BOTTICELLI	.	Double	soft pink margined in salmon.
CANDLE LIGHT	.	Single	soft honey color. Charming and distinctive.
DARLING OF THE GODS	.	Single	large orchid-pink. A stunning type.
ECSTASY	.	Double	brilliant pink in solid color mass.
EVENING STAR	.	Single	white with soft violet shadings.
FLAMINGO	.	Double	brilliant coral of rare beauty.
FIREBIRD	.	Double	valiant red, very gay, and upright in habit.
HER MAJESTY	.	Single	very large royal pansy-purple.
GEISHA	.	Double	fluted coral. Piquant and altogether lovely.
LAVENDER & OLD LACE	.	Single	quaint, sweet, and good for nosegays.
OLD WINE	.	Single	large rose-salmon; an aristocrat with a difference.
PAGODA	.	Single	large lilac-pink, of unusual form.
PINK AND SILVER	.	Single	silvery-pink, of porcelain texture.
SNOWBIRD	.	Single	large white, of artistic open form.
SERAPHIM	.	Double	brilliant pink shading to lighter pink. <i>Simply angelic.</i>
SILVER TEARS	.	Single	dusty rose-lavender. A wistful, lovely thing.
TORCH	.	Single	and a flaming beauty.
TWILIGHT	.	Single	very large silvery lavender. One of the finest.
AVALANCHE	.	Single	snow white.
APPLEBLOSSOM	.	Single	and just what the name implies.
BRIDESMAID	.	Single	with shell-salmon flowerets <i>arranged to suggest bouquets.</i>
BATIK	.	Single	large mauve-salmon with maroon blotches.
BOTTICELLI	.	Double	flesh with salmon tint.
CHERRY RIPE	.	Single	cherry-red flowers borne in solid mass.
HUMMINGBIRD	.	Single	small deep lavender, of unique and fragile form.
NING PO	.	Single	large rosy-pink.
ORCHIS	.	Single	large lavender suggesting an orchid in shape.
PINK PERFECTION	.	Single	brilliant pink; first to bloom in the Spring.
PEACOCK	.	Single	large glowing lavender. An arrogant beauty.
PINK BEAUTY	.	Double	bright pink with cherry eye.
PINK PEARL	.	Double	the name describes it perfectly.
ROSY MORN	.	Single	fluted cerise-magenta.
SNOWDRIFT	.	Double	the closely-massed blooms suggest a snowdrift.
SANTOI	.	Single	white with flesh margin. Exquisite.
SALMON QUEEN	.	Single	a warm and glowing salmon.
SUNSTAR	.	Single	large brilliant cerise.
WOOD DOVE	.	Double	a silvery lavender of great charm.
VIOLETTA	.	Double	a warm violet. <i>And Many, Many Others.</i>

CULTURE

Azaleas require an acid soil, and thrive best in pure German peat. Dig a generous hole to insure ample room for an expanding root system, and fill with peat which has been thoroughly water-soaked. Top dress lightly with cotton-seed meal once every six weeks during the growing season. Use no other fertilizer. ● They enjoy a shady or semi-shady location, such as that afforded by the north side of a building or spreading trees, and must not be allowed to dry out. ● A well-chosen selection will give consistent bloom from January to April.



POTTED PLANTS

5 inch pots	-	-	\$.65 each
6 inch pots	-	-	.85 each
7 inch pots	-	-	1.50 each
8 inch pots	-	-	2.00 each

LARGER PLANTS

in pots, tubs and balls, \$3.50 to \$5.00

SPECIMEN PLANTS

\$5.00 to \$10.00

New and Rare varieties slightly higher



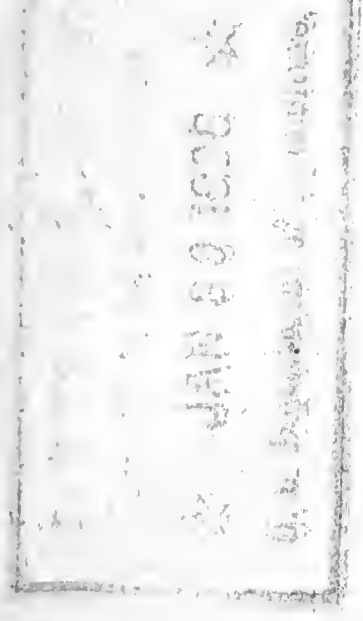
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an invitation

